



File: *Creative Briefs Binder*  
**PHILIP MORRIS U.S.A.**

**Inter Office Correspondence**

**TO:** Christopher Wilson  
**FROM:** Michelle Anton  
**SUBJECT:** Creative Brief: Parliament April Carton Insert

**DATE:** December 11, 1996

**OVERVIEW:**

In April 1997, Parliament will conduct a carton insert promotion for all Parliament Lights 100s cartons. The promotion will offer consumers a free votive with candle for 30 pack proofs of purchase.

**OBJECTIVES:**

- Retain and reward loyal Parliament 100s smokers
- Generate names to enhance Parliament database

**CONSUMER OFFER:**

- Free votive with candle for 30 pack proofs of purchase (see included picture)

**ELEMENTS:**

- 2 sided 9" x 6" carton inserts

**KEY COMMUNICATION GOALS:**

The primary communication goal is the continuity offer. Additional details of the offer to be communicated include:

- 30 UPCs
- Shipping and handling TBD
- Maximum 1 candle per person
- Offer expires June 30, 1997

**TIMETABLE:**

- |                            |           |             |
|----------------------------|-----------|-------------|
| • Creative Brief to Agency | Wednesday | December 11 |
| • Comps due                | Monday    | December 23 |
| • Art & Keyline            | Monday    | December 30 |

**BUDGET:**

The total amount budgeted for the program is \$30,000. All elements, including artwork, must be within this budget.

cc: S. LeVan  
S. Rafferty  
L. Steen  
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